



NOMAN HUSSAIN
GROUP DIRECTOR

DAWN FOODS GROUP OF COMPANIES

39-Industrial Estate Kotlakhpat, Lahore - 54000, Pakistan
(Office) +92 42 111 111 999

Official Email: noman.hussain@dawncorpltd.com

Personal Email: nomanhussain@me.com

Company's websites:

<https://www.dawnbread.com.pk>

<https://www.breadbeyond.com>

<https://www.dawnfrozenfoods.com>

<https://www.doughstory.com/>

Executive Profile I have been managing the affairs of Dawn Group since last 18 years as a Group Director when the group dynamically progressed in the areas of manufacturing, sales, marketing and general management. Experienced leading and growing all sectors of a business to make it a dynamic and progressive organization with my expertise and diversified experience, I have successfully expanded the Group into multiple industries with success stories of Bread and frozen foods manufacturing products where the Group is now a symbol of reliance with assets of US\$ 46 million and turn over sales of US\$ 60 million. Currently, around 3000 employees are working under the umbrella of Dawn Group. Further, I am also a member of Young Presidents Organization (YPO).

Experience

Dawn Bread | Started in 2005
A Rahim Foods (Private) Limited

The company incorporated in Pakistan in 1987 under the repealed Companies Ordinance, 1984. The principal activity of the Company is manufacturing and distribution of bakery and allied food products with the brand name "**DAWN BREAD**".

In 1987, Dawn Bread was new in the bakery business. Today, Dawn Bread is the single largest producer and distributor of Bakery products across Pakistan with state of the art production units. I have been running this business for the last 20 years.

I started my professional carrier in 2005 with the joining of my family business as a Director of Dawn Bread since then the business has flourished all over Pakistan. It was my vision of success that gave Dawn bread recognition of being a household name nationwide. Now A. Rahim Foods (Pvt.) Limited is most technologically advanced project in the country with the capacity of producing 50 thousand tons per annum of Bread & Bakery products. Our major Clients that we are producing Burger Buns & Breads for multinational fast-food chains in Pakistan, KFC, McDonald's, BURGER KINGS, Hardee's, CP-Five Star, Quzinos, IHOP and SUBWAY as well as producing products for nationwide popular fast-food chains like HOWDY, Fri-Chicks, OTP.

The joining first year revenue of Dawn Bread was US\$7.28 million which is foreseen to reach up to US\$ 39.21 million by the Year 2022. The company has now three Units and the first largest Bread & Buns producer of the country with the state of Art manufacturing and automated plants.

Bread & Beyond | Started in 2009
ATA Bakery Solutions (Pvt.) Limited

Bread & Beyond a premium bakery products brand under the umbrella of Dawn Group is the house of most extraordinary creations – inspired by traditional and French baking techniques to create artisan bread and freshly baked treats. This vibrant project of Dawn Group I have the privilege to conceive and execute this project and within no time our division has captured decent segment of target market. As a Managing Director, I am responsible for the day to day running of the business with a particular emphasis on sales and business development. In 2009, I open first outlet with premium quality of products and now our Ten outlets are running in posh areas of Lahore and Islamabad.

Dawn Foods & Doughstory | Started in 2008
Dawn Frozen Food Company (Private) Limited

In 2008 a frozen food products manufacturing project was executed and within no time, our frozen division has captured decent segment of target market. We are continuously developing and introducing new SKUs every season. In February 2020, we have launched another brand for international market with magnificent quality of product and now our presence is strong across the globe and our frozen food ready to eat products are available in Canada, USA, South Africa, Europe Australia and Middle East with the name of our co-brand "Doughstory".

AB MAURI PAKISTAN (PRIVATE) LIMITED (Manufacturer of Yeast)

Ab Mauri is, a joint venture of AB Mauri International and Dawn Group, devoted to the baking industry engaged in yeast and bakery ingredient and joined as Director in the year 2016.

DUTIES

- Identifying, developing and directing the implementation of business strategy.
- Cultivating the companies reputation in the market & with customers & suppliers
- Involved in planning & organizing the organization's activities to achieve targets
- Heading the new projects developments of the Group.

KEY SKILLS AND COMPETENCIES

- Strong leaderships skills in board governance, new business development.
- Comprehensive understanding of financial management principles.
- Entrepreneurial with commercial acumen and excellent management skills.
- A motivated team player who is results driven.
- Results oriented with a positive outlook, and a clear focus on high quality and business profit.

ACADEMIC QUALIFICATIONS

- Masters of Business Administration from Univeresity of Bridgeport – USA awarded in August 2005
- Bachular of Business Administration from James Madison University – USA awarded in August 2003

MEMBERSHIPS:

- Member of Young Presidents Organization (YPO- Since 2022)
- Corporate Member of Lahore Chamber of Commerce & Industries, Lahore-Pakistan
- Member of Quaid-e-Azam Industrial Estate, Lahore-Pakistan

Other Clubs Memberships:

- Defence Club – J, Block, DHA, Lahore
- Defence Raya Golf & Country Club – DHA Phase-6, Lahore
- Lahore Gymkhana
- Royal Golf & Country Club
- Lahore Garrison Park Polo Club – DHA Phase – 6, Lahore
- Lahore Garrison Shooting Gallery Barki Road, Lahore – Cantt.